

Station KSNV-TV LAS VEGAS, NV.

Advertiser () .HELLER FOR SENATE

Product HELLER FOR SENATE

Estimate#

Buyer NEIL WILLIAMS

Phone#

Fax#

Agency () STRATEGIC MEDIA SVCS

3299 K STREET NW SUITE #200

WASHINGTON, DC 20007

Agency C/P1/P2/E

Flight Dates 10/17/2012 - 10/23/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

REV TO SHOW MGKDS FROM VER 6
ATTN ALL LINES
NO CHANGE IN TTL
PLEASE CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*1	W,F	5A-6A		:30	\$300.00	10/17-10/19	2	1	2	\$600.00	
				Buyline Comment: NEWS								
				V7 More than 2 codes changed								
	*2	M-TU	5A-6A		:30	\$300.00	10/22-10/23	2	1	2	\$600.00	
				Buyline Comment: NEWS								
				V7 Comment Changed, Spots/week Changed								
	*3	M	6A-7A		:30	\$450.00	10/22-10/22	1	1	1	\$450.00	
				Buyline Comment: NEWS								
				V7 More than 2 codes changed								
	*4	W,F	6A-7A		:30	\$450.00	10/17-10/19	2	1	2	\$900.00	
				Buyline Comment: NEWS								
				V7 More than 2 codes changed								
	*5	W-TH	7A-9A		:30	\$600.00	10/17-10/18	2	1	2	\$1,200.00	
				Buyline Comment: TODAY								
				V7 More than 2 codes changed								
	*6	M	7A-9A		:30	\$600.00	10/22-10/22	1	1	1	\$600.00	
				Buyline Comment: TODAY								
				V7 More than 2 codes changed								

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Advertiser	().HELLER FOR SENATE					3299 K STREET NW SUITE #200			Sales Office	() AMY MCCREARY			
Product	HELLER FOR SENATE					WASHINGTON, DC 20007			Salesperson	()			
Estimate#					Agency C/P1/P2/E								
Buyer	NEIL WILLIAMS				Flight Dates	10/17/2012 - 10/23/2012			Salesperson Phone#	215-568-6540			
Phone#					Hiatus Weeks				Salesperson FAX#	215-568-1845			
Fax#													
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*7	TU	9A-10A			:30	\$275.00	10/23-10/23	1	1	1	\$275.00	
				Buyline Comment: TODAY II									
				V7 More than 2 codes changed									
	*8	W-TH	9A-10A			:30	\$275.00	10/17-10/18	2	1	2	\$550.00	
				Buyline Comment: TODAY II									
				Station Remark: V4 1X NA 10/18,1X NA 10/19 DT RATE/OVERSOLD TP									
				V4 Comment Changed									
				V7 More than 2 codes changed									
	*9	TH	10A-11A			:30	\$225.00	10/18-10/18	1	1	1	\$225.00	
				Buyline Comment: TODAY III									
				V7 More than 2 codes changed									
	10	M-TU	10A-11A			:30	\$225.00	10/22-10/23	2	1	2	\$450.00	
				Buyline Comment: TODAY III									
	*11	TU	11A-12P			:30	\$225.00	10/23-10/23	1	1	1	\$225.00	
				Buyline Comment: RR									
				V7 More than 2 codes changed									
	*12	W-TH	11A-12P			:30	\$225.00	10/17-10/18	2	1	2	\$450.00	
				Buyline Comment: RR									
				V7 More than 2 codes changed									
	13	W-F	12P-1230P			:30	\$275.00	10/17-10/19	3	1	3	\$825.00	
				Buyline Comment: NEWS									
	*14	TU	12P-1230P			:30	\$275.00	10/23-10/23	1	1	1	\$275.00	
				Buyline Comment: NEWS									
				V7 More than 2 codes changed									

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*15	TU	1230P-1P		:30	\$225.00	10/23-10/23	1	1	1	\$225.00	
			Buyline Comment: AGENDAY									
			V7 More than 2 codes changed									
	16	W-F	1230P-1P		:30	\$225.00	10/17-10/19	3	1	3	\$675.00	
			Buyline Comment: AGENDAY									
	*17	W-F	1P-2P		:30	\$275.00	10/17-10/19	2	1	2	\$550.00	
			Buyline Comment: DAYS									
			Sales Remark: V9 CNX 1X N/A									
			V6 Comment Changed									
			V9 Comment Changed, Spots/week Changed									
	*18	M	1P-2P		:30	\$275.00	10/22-10/22	1	1	1	\$275.00	
			Buyline Comment: DAYS									
			V7 More than 2 codes changed									
	19	M-TU	2P-3P		:30	\$225.00	10/22-10/23	2	1	2	\$450.00	
			Buyline Comment: DRS									
	*20	W-TH	2P-3P		:30	\$225.00	10/17-10/18	2	1	2	\$450.00	
			Buyline Comment: DRS									
			V7 More than 2 codes changed									
	*21	TH-F	3P-4P		:30	\$300.00	10/18-10/19	2	1	2	\$600.00	
			Buyline Comment: PHIL									
			V7 More than 2 codes changed									
	22	M-TU	3P-4P		:30	\$300.00	10/22-10/23	2	1	2	\$600.00	
			Buyline Comment: PHIL									
	23	M-TU	4P-430P		:30	\$450.00	10/22-10/23	2	1	2	\$900.00	
			Buyline Comment: NEWS									

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*24	TH-F	4P-430P		:30	\$450.00	10/18-10/19	2	1	2	\$900.00	
		Buyline Comment: NEWS										
		V7 More than 2 codes changed										
	25	W-F	430P-5P		:30	\$450.00	10/17-10/19	3	1	3	\$1,350.00	
		Buyline Comment: NEWS										
	*26	M	430P-5P		:30	\$450.00	10/22-10/22	1	1	1	\$450.00	
		Buyline Comment: NEWS										
		V7 More than 2 codes changed										
	*27	M-TU	5P-630P		:30	\$900.00	10/22-10/23	2	1	2	\$1,800.00	
		Buyline Comment: NEWS										
		V7 Comment Changed, Spots/week Changed										
	*28	TH-F	5P-630P		:30	\$900.00	10/18-10/19	2	1	2	\$1,800.00	
		Buyline Comment: NEWS										
		V7 More than 2 codes changed										
	*29	W-TH	630P-7P		:30	\$750.00	10/17-10/18	2	1	2	\$1,500.00	
		Buyline Comment: JEP										
		V7 More than 2 codes changed										
	30	M-TU	630P-7P		:30	\$750.00	10/22-10/23	1	1	1	\$750.00	
		Buyline Comment: JEP										
		[MADE-GOOD BY LINE(S) 58]										
	58	M	930P-10P		:30	\$750.00	10/22-10/22	1	1	1	\$750.00	
		Buyline Comment: JEP										
		[MKGD FOR SPOTS MISSED ON LN #30: 10/22(1/WK)]										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*31	M-TU	7P-730P		:30	\$750.00	10/22-10/23	0	0	0	\$0.00	
		Buyline Comment: WHEEL										
		Station Remark: V2 NOT NA - 10/22 WHEEL AIRING 10-1030P										
		[MADE-GOOD BY LINE(S) 59]										
		V7 Comment Changed, Spots/week Changed										
	59	M	10P-1030P		:30	\$750.00	10/22-10/22	1	1	1	\$750.00	
		Buyline Comment: WHEEL										
		[MKGD FOR SPOTS MISSED ON LN #31: 10/22(1/WK)]										
	32	W-F	7P-730P		:30	\$750.00	10/17-10/19	3	1	3	\$2,250.00	
		Buyline Comment: WHEEL										
	*33	W,F	730P-8P		:30	\$450.00	10/17-10/19	2	1	2	\$900.00	
		Buyline Comment: FACE										
		V7 More than 2 codes changed										
	34	M-TU	730P-8P		:30	\$450.00	10/22-10/23	1	1	1	\$450.00	
		Buyline Comment: FACE										
		[MADE-GOOD BY LINE(S) 60]										
	60	M	1030P-11P		:30	\$450.00	10/22-10/22	1	1	1	\$450.00	
		Buyline Comment: FACE										
		[MKGD FOR SPOTS MISSED ON LN #34: 10/22(1/WK)]										
	35	TH	11P-1135P		:30	\$775.00	10/18-10/18	1	1	1	\$775.00	
		Buyline Comment: NEWS										
	36	M	11P-1135P		:30	\$775.00	10/22-10/22	1	1	1	\$775.00	
		Buyline Comment: NEWS										
	37	M-TU	1135P-1235A		:30	\$275.00	10/22-10/23	2	1	2	\$550.00	
		Buyline Comment: TON SHOW										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*38	W,F	1135P-1235A		:30	\$275.00	10/17-10/19	2	1	2	\$550.00	
		Buyline Comment: TON SHOW										
		V7 More than 2 codes changed										
	39	M	8P-10P		:30	\$2,400.00	10/22-10/22	0	0	0	\$0.00	
		Buyline Comment: VOICE										
	40	TH	10P-11P		:30	\$2,100.00	10/18-10/18	1	1	1	\$2,100.00	
		Buyline Comment: ROCK CENTER										
	*41	F	10P-11P		:30	\$2,100.00	10/19-10/19	0	0	0	\$0.00	
		Buyline Comment: DLINE										
		V7 Comment Changed, Spots/week Changed										
	42	SA-SU	11P-1135P		:30	\$750.00	10/20-10/21	2	1	2	\$1,500.00	
		Buyline Comment: NEWS										
	43	SA	6A-7A		:30	\$225.00	10/20-10/20	1	1	1	\$225.00	
		Buyline Comment: NEWS										
	44	SA	7A-9A		:30	\$325.00	10/20-10/20	1	1	1	\$325.00	
		Buyline Comment: SAT TODAY										
	45	SA	9A-930A		:30	\$300.00	10/20-10/20	1	1	1	\$300.00	
		Buyline Comment: NEWS										
	46	SA	5P-630P		:30	\$450.00	10/20-10/20	2	1	2	\$900.00	
		Buyline Comment: NEWS										
	47	SA	630P-730P		:30	\$375.00	10/20-10/20	1	1	1	\$375.00	
		Buyline Comment: JEP/WHEEL										
	48	SA	1130P-1A		:30	\$750.00	10/20-10/20	1	1	1	\$750.00	
		Buyline Comment: SNL										

Rep Order#	6832084	Ver#	9	Status	Revised
EC'd	Yes				

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*49	SU	6A-7A		:30	\$225.00	10/21-10/21	0	0	0	\$0.00	
			Buyline Comment: NEWS									
			V7 Comment Changed, Spots/week Changed									
	*50	SU	7A-8A		:30	\$500.00	10/21-10/21	0	0	0	\$0.00	
			Buyline Comment: SUN TODAY									
			V7 Comment Changed, Spots/week Changed									
	51	SU	8A-9A		:30	\$1,900.00	10/21-10/21	1	1	1	\$1,900.00	
			Buyline Comment: MTP									
	52	SU	9A-930A		:30	\$250.00	10/21-10/21	1	1	1	\$250.00	
			Buyline Comment: NEWS									
	53	SU	930A-10A		:30	\$375.00	10/21-10/21	1	1	1	\$375.00	
			Buyline Comment: CM									
	54	SU	4P-515P		:30	\$1,600.00	10/21-10/21	1	1	1	\$1,600.00	
			Buyline Comment: FNIA									
	55	SU	515P-830P		:30	\$8,000.00	10/21-10/21	1	1	1	\$8,000.00	
			Buyline Comment: SNFL									
	*56	SU	8P-9P		:30	\$6,500.00	10/21-10/21	0	0	0	\$0.00	
			Buyline Comment: NFL POSTGAME									
			V7 Comment Changed, Spots/week Changed									
	*57	SU	1130P-12A		:30	\$200.00	10/21-10/21	0	0	0	\$0.00	
			Buyline Comment: SPORTS NIGHT									
			V7 Comment Changed, Spots/week Changed									

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	*61	W-F,SU	430A-459A		:30	\$100.00	10/17-10/21	2	1	2	\$200.00	
		Buyline Comment: NEWS										
		Sales Remark: V9 PART OF MGKD FOR LINE 17										
		V9 Added										
	*62	SU	12A-1A		:30	\$45.00	10/21-10/21	1	1	1	\$45.00	
		Buyline Comment: L&O										
		Sales Remark: V9 PART OF MGKD FOR LINE 17										
		V9 Added										
	*63	W-F	2A-3A		:30	\$30.00	10/17-10/19	1	1	1	\$30.00	
		Buyline Comment: TODAY RPT										
		Sales Remark: V9 PART OF MGKD FOR LINE 17										
		V9 Added										

---REPORT TOTALS---

Report Totals: 87 / \$47,975.00

---SALES MONTHLY TOTALS---

Oct 12: 87 / \$47,975.00

Sales Totals: 87 / \$47,975.00

Station Totals: 87 / \$47,975.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$165,431	CATV	0%	KBLR	0%	KINC	0%	KLAS	26%	KSNV	29%
		KTNV	18%	KTUD	1%	KVCW	1%	KVMY	1%	KVVU	24%
		XXXX	0%								

---COMPETITIVE COMMENTS---

NEW ORDER

EST SHARES

Rep Order# 6832084 Ver# 9 Status Revised
EC'd Yes

Traffic Order# 104405

Printed: 10/17/2012 1:36 PM
Last Received: 10/16/2012 12:36 PM
Showing Buylines: All Lines

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Books NOV12
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE